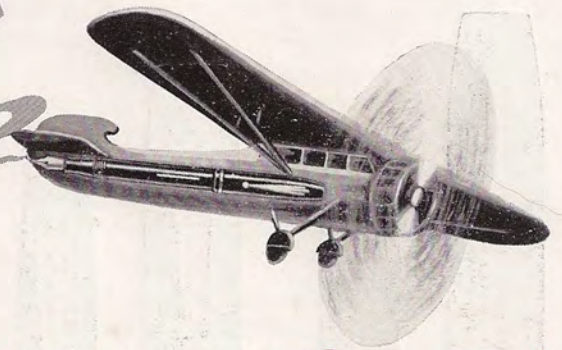


Skywriter



NOW!!

Sensational Value at \$1.50!

THE SKYWRITER—with its modern colorings, design and features—and its splendid writing quality—will instantly appeal to the great many people who are seeking a good-looking and thoroughly reliable fountain pen at a popular price!

Made for you by L. E. Waterman Co.

a firm whose pens have been known—for over half a century—as the world's very finest writing instruments—which, in itself, guarantees that the SKYWRITER is expertly built—inside and out.

14-kt. Gold Point in a \$1.50 Pen!

The SKYWRITER is equipped with a sturdy, perfectly made, 14-kt. gold point, liberally tipped with high grade iridium—made and finished by Waterman's craftsmen to deliver velvet-smooth writing. A 14-kt. gold point is bound to be recognized by your prospects as a remarkable value in a pen selling for only \$1.50!

A Highly Useful Ink Gauge

Another sure-to-be-appreciated feature of the SKYWRITER is its unique ink gauge—a transparent "window" that warns when ink supply is low—and when it's time to refill pen.

Both the SKYWRITER—and the VIS-O-PEN (another popular price Waterman's-made pen)—are faithfully portrayed, in actual colors and sizes, on the center spread.

Sky-High
Values
in
Fountain
Pens!

THE AIKIN-LAMBERT COMPANY

(Affiliate of the L. E. Waterman Company)

3 DEY STREET

NEW YORK, N. Y.

SKYWRITER—a Sensational Value at \$1.50!

The SKYWRITER Pen is equipped with a sturdy, velvet-smooth 14-kt. gold nib, tipped with high grade iridium.

Barrel and cap are of genuine unbreakable Pyralin in these beautiful "pearl" colorings, and shiny, Jet Black.

Liberal ink capacity—under perfect control at all times by Waterman's world-famous SPOON-FEED.

A most convenient "window" in the barrel tells you when ink is low and the time to refill pen.

Grip is scientifically designed for comfortable, non-tiring writing.

Its modern features — its attractive appearance — and its splendid writing quality make the SKYWRITER the world's best pen buy for \$1.50.



No. 504
Brown Pearl
Pen, \$1.50.
Pencil, 75c.



No. 503
Green Pearl
Pen, \$1.50.
Pencil, 75c.



No. 502 Gray Pearl
Pen, \$1.50.
Pencil, 75c.



No. 501 Jet Black
Pen, \$1.50.
Pencil, 75c.



Each of the four colors and the two sizes of the SKYWRITER Pen has a perfectly matching pencil of the very latest type.



No. 504V, Brown Pearl
Pen, \$1.50. Pencil, 75c.



14-kt. Gold Points **Waterman's Spoon Feed** **Convenient Ink Gauge**

SKYWRITER COLORS

Jet Black Skywriter
Gray Pearl Skywriter
Green Pearl Skywriter
Brown Pearl Skywriter

MEN'S PENS AND PENCILS

No. 501; Pen, \$1.50; No. 506 Pencil, 75c;
No. 502; Pen, \$1.50; No. 507 Pencil, 75c;
No. 503; Pen, \$1.50; No. 508 Pencil, 75c;
No. 504; Pen, \$1.50; No. 509 Pencil, 75c;

LADIES' PENS AND PENCILS

No. 501V Pen, \$1.50; No. 506V Pencil, 75c
No. 502V Pen, \$1.50; No. 507V Pencil, 75c
No. 503V Pen, \$1.50; No. 508V Pencil, 75c
No. 504V Pen, \$1.50; No. 509V Pencil, 75c

SKYWRITER and VIS-O-PEN Displays Shown on Page 4.

VIS-O-PEN—first \$1 Pen made by Waterman's

The VIS-O-PEN represents a wonderful value in a fountain pen for \$1.00.

Cap and barrel are made of an unbreakable, lustrous "pearl" material—trimmed with highly polished Blue-White Chromium plated findings.

Points are tipped with high grade iridium—insuring velvet-smooth writing. Points write *medium* when held in normal position and *fine* when used on the reverse side.

Liberal sized ink reservoir—filled with a simple and efficient Standard Vacuum Filler.

VIS-O-PENS—like the SKYWRITER PENS—are equipped with a most convenient ink gauge that tells when pen needs another filling of ink.

Perfectly balanced for non-tiring writing.

Each of the 4 colors of the VIS-O-PEN has a perfectly matching pencil of the very latest type.

See VIS-O-PEN Sales Helps on Page 4.



BLACK No. 138 Pen, \$1. No. 638 Pencil, 50c.
 DUBONNET No. 438 Pen, \$1. No. 938 Pencil, 50c.
 GREEN No. 338 Pen, \$1. No. 838 Pencil, 50c.
 GRAY No. 238 Pen, \$1. No. 738 Pencil, 50c.

GRAY No. 738 Pencil, 50c.



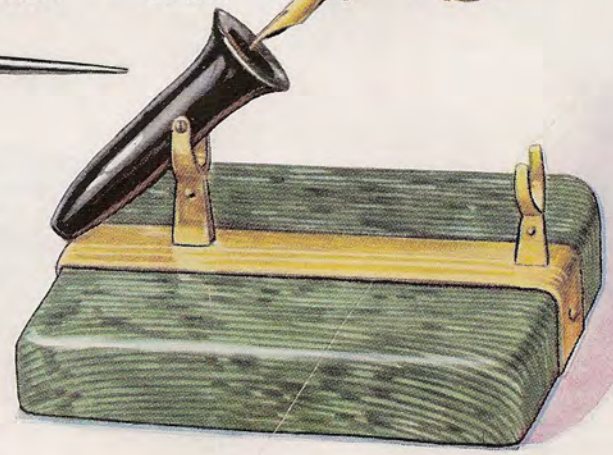
THE SKYWRITER DESKOMATIC WRITING SET

The very newest idea in desk sets. Sheath is weighted at one end—causing it to raise opposite end to proper position for receiving pen. Then—when pen is inserted and released—its weight lowers sheath to position shown in small sketch—which places holder *lower* than sheath. Thus, any surplus ink left on pen nib will run back into its own reservoir rather than down interior of sheath. While the pen sheath keeps point protected and in a moist condition—ready for instant, perfect service—there will not be any surplus ink from a previous writing to blot or soil your fingers.



Bases are made in 4 colors of the material, color and trim of the pen it serves. Each set packed in an attractive gift box and including a 2 oz. bottle of Waterman's Blue Washable Ink.

- No. 221—Jet..... \$2.50
- No. 222—Gray Pearl..... 2.50
- No. 223—Green Pearl..... 2.50
- No. 224—Brown Pearl..... 2.50



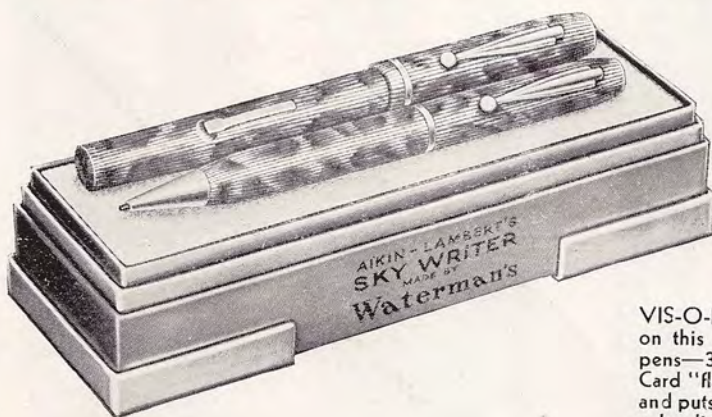
Ultra-Modern Displays to Boost Your Sales!



Above is shown the No. 50 SKYWRITER ASSORTMENT. Consists of 8 long and 4 short pens—of the 4 colors—mounted on this attractive, 3 color display. No. 50 Assortment, Price . . . \$18.00.

These various attractive, modern displays—designed for your windows and counters—will present the SKYWRITER and the VIS-O-PEN to their very best advantage to each passer-by.

To the right is shown the No. 150 SKYWRITER ASSORTMENT. Consists of 8 long and 4 short pen and pencil sets—each set in a handsome case—and a bottle of Waterman's Blue Washable Ink. Shipped with this display handsomely printed in 3 colors. Assortment No. 150, \$27.00.



SKYWRITER Pen and Pencil Set, in handsome red, gold and gray case, \$2.25.

VIS-O-PENS are shipped mounted on this unusual card holding 12 pens—3 of each of the 4 colors. Card "flags down" each passer-by and puts over the good looks and splendid value of this \$1.00 pen.

Similar card, same size, with electric flasher continually calling attention to ink gauge and other outstanding features of pen. This display supplied only with orders of not less than 3 doz. pens. This is Deal No. 100-3—\$35.00.

We also have a striking, 24 x 36 window display, with 12 pens and flasher that we supply with orders of not less than 6 doz. pens. This is Deal No. 100-6—\$72.00.



VIS-O-PEN ASSORTMENT No. 100, \$12.00



This shows the attractive way in which the Desk-O-Matic Writing Set and bottle of Waterman's Blue Ink are packed. Price, \$2.50.



VIS-O-PEN Set, in red, buff and hammered gold effect, gift case, \$1.50. On the other side of case is printed "Made in U. S. A. by Waterman's"